

September 17, 2009

Internet Issue Summary

This report identifies potential issues related to Toyota, Lexus, and Scion vehicles. The vehicle models shown in this report have been identified by a combination of volume of vehicle issue discussion (refer to Figure 1 in this document) as well as vehicle quality keyword filtering. While this is not intended to be a comprehensive list of models, these criteria are believed to identify the most significant issues causing consumer discussion.

Issues have been identified based on identification and analysis of unaided comments made by consumers in online discussion forums during the period of August 30 to September 12, 2009. In many cases, early identification of issues discussed by a small number of consumers, followed by appropriate actions, can prevent issues from becoming larger problems.

These issues have not been further validated beyond verifying the existence of online discussion. It is recommended that Toyota investigate these issues further using the accompanying verbatim report, as well as the BrandPulse reporting site to which the QA teams all have access.

Prepared for Toyota

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Site Analysis

Based on analysis for the period ending September 12, 2009 the top discussion sites for this project are as follows: (ranked by volume)

- www.toyotanation.com
- www.clublexus.com
- www.priuschat.com
- www.yotatech.com
- alt.autos.toyota
- Us.lexusownersclub.com
- Townhall-talk.edmunds.com
- www.camryforums.com
- Rav4world.com
- www.tundrasolutions.com

Model Analysis

Figure 1 shows the relative amounts of quality-relevant discussion by model. This analysis is based on a representative set of approximately 528 vehicle issue messages from August 30 to September 12. It should be noted that Internet discussion is typically driven by a combination of both sales volume (higher volume vehicles elicit more discussion) and new model developments (recently launched or modified vehicles elicit more discussion).

Figure One: Relative Vehicle Issue Buzz Across Toyota/Lexus/Scion Models – Overall

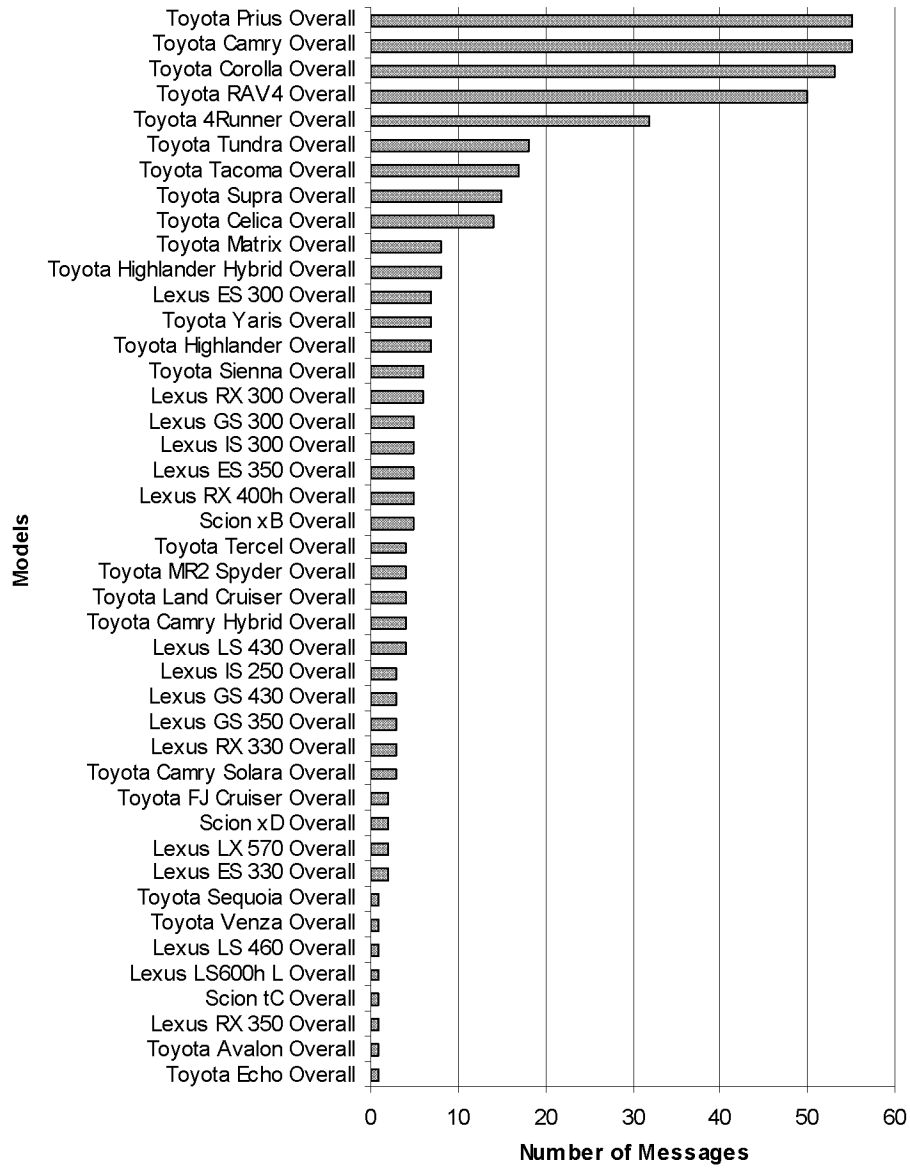
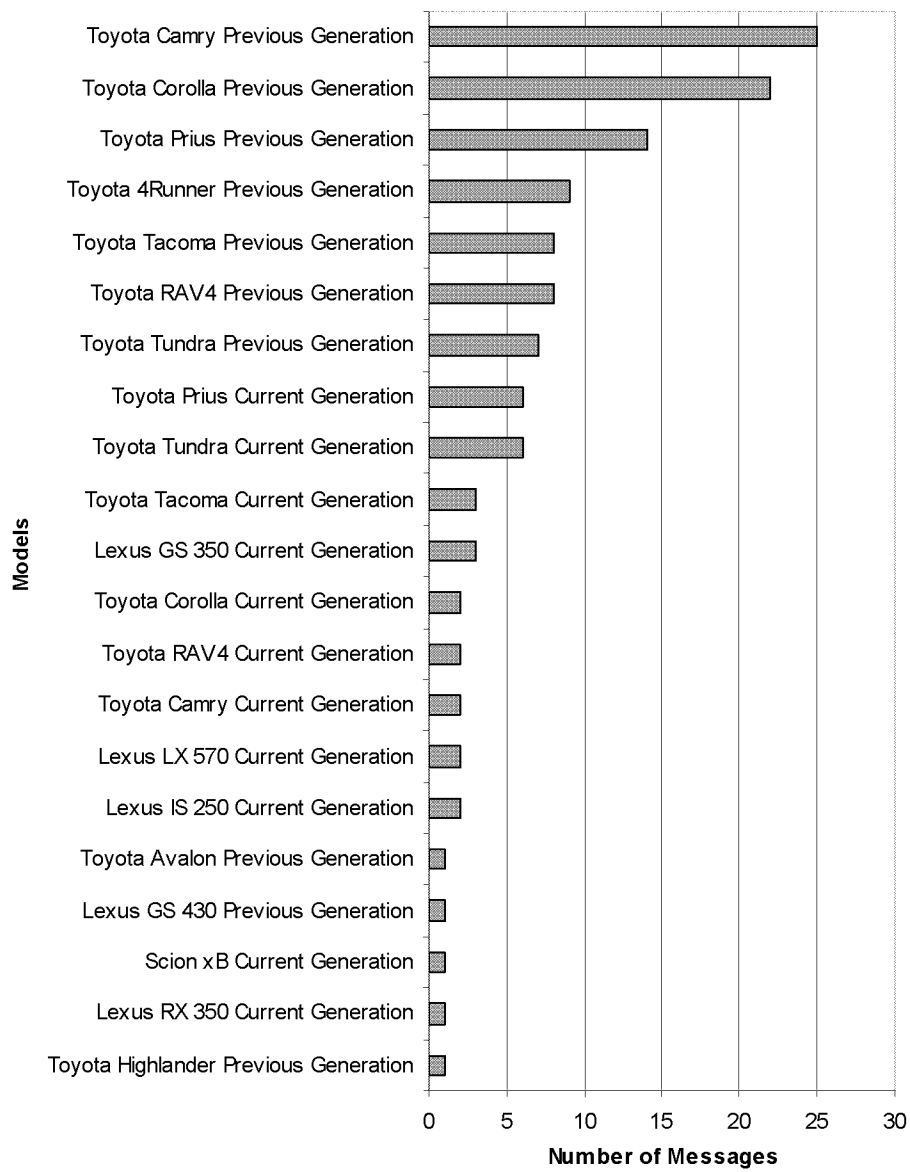


Figure Two: Relative Vehicle Issue Buzz Across Toyota/Lexus/Scion Models – Generation Specific



Functional Areas by Volume of Discussion

Body Issues

Model	Message Count
Toyota RAV4 Overall	14
Toyota Camry Overall	12
Toyota 4Runner Overall	11
Toyota Prius Overall	11
Toyota Corolla Overall	6
Toyota Sienna Overall	5
Toyota Tundra Overall	5
Lexus ES 300 Overall	3
Toyota Camry Solara Overall	2
Scion xB Overall	2

Chassis Issues

Model	Message Count
Toyota Corolla Overall	11
Toyota Prius Overall	7
Toyota Tundra Overall	6
Toyota RAV4 Overall	4
Toyota Camry Overall	4
Toyota 4Runner Overall	4
Toyota Supra Overall	4
Toyota Tacoma Overall	3
Toyota Celica Overall	1
Lexus LX 570 Overall	1

Electrical Issues

Model	Message Count
Toyota Prius Overall	23
Toyota Camry Overall	15
Toyota Corolla Overall	15
Toyota RAV4 Overall	10
Toyota 4Runner Overall	7
Toyota Tacoma Overall	5
Toyota Celica Overall	5
Toyota Supra Overall	4
Lexus RX 400h Overall	3
Toyota Tundra Overall	2

Powertrain Issues

Model	Message Count
Toyota Camry Overall	24
Toyota RAV4 Overall	22
Toyota Corolla Overall	21
Toyota Prius Overall	11
Toyota 4Runner Overall	10
Toyota Tacoma Overall	8
Toyota Supra Overall	6
Toyota Celica Overall	6
Toyota Matrix Overall	6
Toyota Tundra Overall	5

Top Reported Vehicle Issues

Toyota

4Runner Current Generation

- **Undercarriage, Tailgate Rust** (Document ID 1215024, 1214882) The owner of a 2003 4Runner reports having noticed undercarriage rust, and discusses the potential for preventing further rust, including the usage of a "rust converter" application. Another individual apparently considering the purchase of a 2006 4Runner is surprised by rust on the vehicle's tailgate.

Avalon Previous Generation

- **Transmission Replacement after TSB** (Document ID 1214826, 1214178) A 2005 Avalon owner with over 72,000 miles says that the vehicle recently had an acceleration hesitation TSB performed. After picking up the vehicle, the owner says that the transmission "bucks" when shifting and that a dealership will replace the transmission.

Camry Current Generation

- **Head Unit Display Issues** (Document ID 1213923, 1213931, 1213952) Two 2007 owners and one 2009 owner mention issues with the radio's head unit display either showing no information or just "black boxes." Two of the owners say that the issue only occurs when the vehicle has been parked outside during hot weather, with one owner saying that the display eventually works after the vehicle has been cooled down with the A/C.
- **ABS Noise at 10 MPH** (Document ID 1214451, 1214450) A 2010 Camry SE owner with 975 miles is frustrated because of a ticking noise at 10 MPH, which is thought to be related to an ABS pump. The owner says that there is a similar, but less audible noise at 20 MPH.
- **Brake Noise TSB** (Document ID 1214758, 1214596) A Camry owner indicates their intention to get their brake noises addressed after a community member posted information related to TSB 0169-09.
- **Creaking Noise from Brakes** (Document ID 1213853) A 2009 Camry owner says that there is a creaking noise which is thought to be coming from their brakes. The noise occurs on uneven pavement between 25 and 35 MPH or sometimes when traveling in Reverse.
- **No Music with Synced Palm Pre** (Document ID 1214793, 1214463) A 2010 Camry owner with the JBL sound system has posted on two forums related to issues when attempting to stream music from their Palm Pre through the vehicle's speakers. The owner says that the phone is paired

via Bluetooth and works normally, but when trying to play music from the phone the head unit flashes "Pause" and no sound is heard.

- **Speaker Rattle** (Document ID 1214991) A 2010 Camry owner with JBL speakers says that there is a rattle coming from the right-rear speaker.
- **Transmission Shifting** (Document ID 1214957, 1214623) Two Camry owners mention difficulty when shifting gears. An owner who has experienced a similar issue suggests that another owner should call a 1-800 number and keep others informed regarding what resolution is reached.
- **Trunk Leak** (Document ID 1214399) A 2007 Camry owner says that their vehicle has a leak, allowing water into the trunk. A dealership has determined that there is a leak where the rear windshield and trunk meet, but will not cover the repair under warranty.

Camry Hybrid Overall

- **Water Pump Replacement** (Document ID 1214565) A 2007 Camry Hybrid owner with 49,000 miles says that the water pump needs to be replaced due to a leak. The owner is "shocked" that this part needs to be replaced on, "an almost new car."
- **Sun Visor TSB** (Document ID 1213853) A member on Toyotanation.com has posted information for TSB 0284-09, which addresses an issue with the sun visor.

Camry Previous Generation

- **Exhaust Smoke Upon Startup** (Document ID 1215042, 1214871) Two 2002 Camry owners mention exhaust smoke upon startup. One owner, who is aware of engine sludge issues, says that a dealership will replace the valve seals and valve cover under the vehicle's extended warranty.
- **Recall for Cruise Control Cable – Unintended Acceleration** (Document ID 1215070, 1215071) Within discussion related to ES 350 unintended acceleration, a 1998 Camry V6 owner mentions previously receiving a recall notice for a cruise control cable issue that is thought could result in a similar occurrence. No direct issues are reported.

Camry Solara Previous Generation

- **Traction Control** (Document ID 1214539, 1214541) A 1999 Camry Solara owner says that their tires recently spun while driving in the rain with traction control turned on. Since this occurred, the owner believes the front brakes have been engaged, resulting in excessive driver-side front brake wear and the traction control being turned off.

Corolla Current Generation

- **Multiple Issues; Would Not Recommend** (Document ID 1214617, 1214687) The owner of a 2009 Corolla S reports the sunroof rattles, the dashboard rattles, and the steering is "mushy." However, the owner notes that the comparison is made to a 2006 Mini Cooper, which was traded due to poor snow performance. The owner of a 2010 Corolla manual transmission does not recommend the vehicle because of poor seat comfort.
- **Paint Problems** (Document ID 1214761, 1214673) A few owner discuss problems with the Corolla's basecoat of paint, with reference to the Silver color.
- **Seat Does Not Lock In Place** (Document ID 1214787) The owner of a 2009 Corolla LE reports the driver's seat does not lock in place and will rock while driving.
- **"Cracking" Noise when Turning** (Document ID 1214041) A Canadian Corolla owner reports that upon start-up and turning the steering wheel left or right, an audible "cracking" noise can be heard. The dealership has indicated this noise is the ABS self-check, but the owner questions why this would not happen when taking off and driving straight, upon start-up.
- **Transmission "Kick" when shifting from Park** (Document ID 1214169) The owner of a 2009 Corolla with 20,300 miles reports having recently noticed a pronounced "kick" when shifting from Park to other gears.

Corolla Current Generation

- **Drivability/ECM Issues** (Document ID 1215026, 1215056) The owner of a 2007 Corolla reports the vehicle shakes noticeably while at idle and in Drive, and questions if the issue may be the throttle body or something else. The owner of a 2007 Corolla reports that while driving on the highway at 65 MPH, the CEL illuminated and the car lost power. The owner will be taking the vehicle to the dealership along with a TSB found on the ToyotaNation.com forum which references the problem.
- **Manual Transmission Issue** (Document ID 1214764) The Canadian owner of a 2003 Corolla reports having replaced the vehicle's gearbox at 140,000kms. This owner tells others that *"there is something going on with the '03 gearboxes"* and that *"Toyota is not admitting there is a problem but the gearbox was majorly modified for the 04 model year"*

Highlander Current Generation

- **Tire Wear** (Document ID 1214969, 1214341) A Highlander enthusiast comments that lack of rotation or alignment will contribute to even greater

wear on the OEM tires, which are chosen primarily, according to the individual, due to low price. Another Highlander owner (Canadian) with 14,000 KMs believes the OEM Toyo tires are experiencing premature wear.

Highlander Previous Generation

- **Tailpipe Smoke/Sludge** (Document ID 1215038, 1214899) The owner of a 2001 Highlander reports having noticed tailpipe smoke. The dealership appears to have diagnosed sludge, and went to lengths to resolve the problem, resulting in the owner stating, *"To say that I am delighted is an understatement....Looks like Toyota has just won over a life long customer. I will let you know if I see smoke in the future."*

Matrix Previous Generation

- **Sun Roof Leak** (Document ID 1214243) A 2006 Matrix XRS owner says that their sunroof leaks, resulting in water saturating the interior. The owner says that the issue is design related and that if the interior "floods" one more time, they intend to trade the vehicle in.
- **Tire Wear, Wheel Bearings and Struts** (Document ID 1214739) A 2004 Matrix owner with 104,000 miles says that the front wheel bearings and struts need to be replaced and that the tires have already been replaced "several" times.

Prius Current Generation

- **Braking Problems** (Document ID 1215083, 1214641, 1214608, 1214380, 1214443, 1214368, 1214413, 1214754, 1215085, 1214949, 1214982) It appears that an increasing number of 2010 Prius owners are discussing potential problems associated with Prius brakes, including the sensation that the brakes "release" or "float" when applied and while the vehicle is traversing rough pavement. Others note that the vehicle's brakes are "jerky" when in reverse, or experience concerning brake noises. Some of these owners believe such issues to be safety-related problems, and discussion continues.
- **Poor Satellite Radio Reception** (Document ID 1215086, 1214780, 1214381) Owners discuss performance of the vehicle's satellite radio, which is felt to be unimpressive, as one owner states, *"I've had 4 portable XM units over the years and the reception on the Prius is definitely sub par compared to the other units."*
- **iPod Interface/kit installation** (Document ID 1214891, 1214389) Owners discuss what they feel to be sub-par functionality and aesthetics of the vehicle's iPod interface kit. One owner states that, *"Toyota issued this part without sufficient testing."*

- **Electrical "Hum" Sound** (Document ID 1214653) The owner of a 2010 Prius reports that, in comparison to the silent 2008 model owned by a friend, the 2010 Prius emits an electrical "hum" sound, akin to that of a power transformer, and questions if this is normal behavior.
- **Inaccurate/ "Poor" Navigation System** (Document ID 1215017) The owner of a navigation-equipped 2010 Prius reports that the system is consistently inaccurate, indicates communications with Toyota's CEC, and states telling the rep, *"unless the Navigation system could be made to work correctly, then I want a full \$1800 refund. She said that a refund request would have to go through legal arbitration. So much for warranties"*
- **Uncomfortable Seat Causing Back Problems** (Document ID 1213961, 1214028) The owner of a recently purchased 2010 Prius reports the vehicle's seat felt comfortable during test drives but states on longer trips, the seat exaggerates a tailbone injury. The owner is seeking resolutions for improving comfort.
- **Steering Feels "Squirrely"/Unsafe** (Document ID 1214544) The owner of a 2010 Prius with 2,100 miles reports the vehicle feels "squirrely" at highway speeds (50-70 MPH), and requires constant steering correction as if there are strong winds (there are not).
- **Tire Noise/ "Squeak"** (Document ID 1214651) The owner of a 2010 Prius III questions others if they have noticed a "squeaking sound" from the OEM tires when driving the car for the first time that day.
- **Windshield Design/Quality** (Document ID 1214907) The owner of a 2010 Prius reports that the design of the vehicle's is "bad", and the windshield has been replaced once already, only to have a new crack which requires second replacement. The owner feels there is a design issue in that the edge of the glass does not have a molding and is exposed to potential rocks that may strike the windshield, resulting in breakage.

Prius Previous Generation

- **Headlight/HID Problems** (Document ID 1214799, 1214439, 1214360) Previous-generation headlight failure issues continue to pepper Prius owner discussion.
- **Odor/ Evaporator Coil TSB** (Document ID 1214440, 1214441, 1214442) Owners suffering from mold odors or health irritations from the Prius HVAC system discuss personal experiences and the recourse that may be available via various TSBs for the previous-generation Prius.
- **Engine "Clatter"** (Document ID 1214497) The owner of a 2009 Prius reports hearing engine "clatter" similar to what may be experienced when bad or incorrect gasoline is used. However, the owner states using the

same gasoline grade and brand that was used in a prior 2005 Prius, which did not exhibit the issue.

RAV4 Current Generation

- **VVT-I Oil Line Leaks** (Document ID 1214738, 1214660) The owner of a 2006 RAV4 V6 with 59,000 miles reports the vehicle dumped oil all over the street after experiencing VVTI Oil Line failure. This owner is *"very surprised at Toyota for not doing a recall on this"* and feels there is potential for a significant number of engine failures. Another individual is now very concerned after looking under hood and seeing one of the *"ticking timebomb rubber oil hose(s)."*
- **Starting Difficulty** (Document ID 1215101) The owner of a 2006 RAV4 V6 reports that with 45,000 miles on the CUV, it has become difficult to start, requiring at least two attempts. The owner suspects a fuel delivery problem and is soliciting advice.
- **Paint "Bubbling"** (Document ID 1214911) The owner of a 2007 RAV4 Sport reports the vehicle suffers from paint that chips very easily, but is more concerned about "bubbling" that is noticeable under the passenger-side front window. The vehicle is leased and the owner is concerned about penalties.

RAV4 Previous Generation

- **ECU/Transmission Problems** (Document ID 1214979, 1214980, 1214925, 1214567, 1214465, 1214466, 1214096, 1214097, 1214240, 1214140) Fueled by a *New York Times* article regarding 2001-2003 ECU/Transmission Problems, RAV4 owners recount their experience, expressing a range of negative opinions of the RAV and Toyota. Among discussion threads, one is titled, *"RAV4 is a deathtrap"* in which at least one owner makes serious allegations against Toyota, though others are more moderate.

Sienna Current Generation

- **Sliding Door Problems** (Document ID 1213993, 1214710, 1214707, 1214708, 1214709, 1214508, 1214521, 1214522, 1215079) The owner of a 2004 Sienna XLE Limited posts on Edmunds.com to warn others of poor Toyota quality and service after experiencing problems with minivan including sliding door issues. The owner posts that at 85,000 miles the minivan has cost \$6,000 in repairs. Other owners of 2004 and 2005 Siennas report sliding door problems or failures, and expensive repairs.
- **Transfer Case Seal Failure** (Document ID 1215079) The owner of a 2005 Sienna XLE with 70,000 miles reports the minivan requires a \$2,000 repair due to the failure of a transfer case seal, which the owner believes

to be commonplace after reading online forums. Because of this, and sliding door problems, the owner advises against purchasing a Sienna.

- **Transmission Slipping** (Document ID 1215080) An owner discusses a transmission slipping problem in a formerly owned 2004 Sienna. The owner states that a 2008 Sienna does not experience this same issue, although another forum poster indicates hesitation/slipping with their 2008 Sienna.

Tacoma Current Generation

- **Four-Wheel Drive Problems** (Document ID 1214416) The owner of a 2007 Tacoma is seeking advice after experiencing continued problems with the truck's four-wheel-drive system. The owner reports driving in 2WD as normal, at which point the 4x4 indicator light begins to flash and the vehicle will not subsequently be able to shift into various 4WD modes.
- **Acceleration/Slipping Issue** (Document ID 1214551) The owner of a 2005 Tacoma V6 4x4 6-speed manual transmission notes that at 87,500, the truck has begun to accelerate erratically between 2500 and 2800 RPM, feeling like the engine "skips" or misses. The behavior occurs in each gear.
- **4x4 "Clunking" Sound** (Document ID 1214586) The owner of a 2009 Tacoma TRD notices a four-wheel drive "clunking" sound when traveling on dirt or uneven roads, but also sometimes on smoother pavement. There is also claimed to be a "clunk" from the manual transmission in 5th and/or 6th gears, and the owner wonders if the two issues are related.
- **Paint Defects** (Document ID 1214435) The owner of a 2008 Tacoma questions paint defects and states the vehicle's finish is very soft, based on scratches shown on the Speedway Blue paint.
- **Rear Spring TSB** (Document ID 1214874) A Tacoma owner reports having the rear spring TSB performed, which has improved the truck's ride, but finds it "pathetic" that the three-leaf springs performed poorly in the first place, and does not understand why Toyota does not use a four-leaf spring. The owner also reports that the truck's carpet is being replaced because of an issue associated with the floor mat hooks.

Tacoma Previous Generation

- **Frame Rust** (Document ID 1214865, 1214234) Owners report their experiences with frame rust which have resulted in buy-backs. One owner who appears to have just purchased a 2003 Tacoma feels the frame looks good, but notes significant rust on the Tokico shocks.

Tundra Current Generation

- **Lug-Nut Rust/Rust-Through** (Document ID 1214519, 1214518) The owner of a 2007 Tundra reports having experienced significant lug-nut rust

issues as well as bubbling paint on the tailgate, AND expresses concern over the degree of surface rust on the undercarriage. The owner has traded up to a 2010 Tundra, but states that if the exact same problems occur with this truck, he will be done with Toyota for good. The owner states, *"Wait and mark my words, the 2007 on up tundras will be in the same boat as earlier model year tacomas are being bought back now due to excessive frame rust-thru."*

- **Clunk at Stop** (Document ID 1215091) The owner of a 2WD Tundra reports experiencing continued "clunk" problems when coming to a stop, and states the Toyota dealership has indicated, *"live with it, no fix from Toyota"* and questions how to escalate the problem using social media.
- **Dashboard Noise** (Document ID 1214517) A Tundra owner troubleshoots another's dashboard noise, noting numerous potential issues exist, including uneven/sinking dash bulletin, the retainer clips, or plastic cowl on the outside of the windshield.
- **Multiple Problems** (Document ID 1214769) The owner of a 2008 Tundra reports a variety of perceived problems with the truck, and advises others to buy avoid the Tundra, and expresses regret in purchasing this, his fifth Toyota. The owner previously reported a windshield fire, and elaborates on problems with the Tundra including poor fuel economy when towing compared to the earlier-generation 4.7L V8, continuing stereo malfunctions, and an interior that "feels like a cheap GM product." The owner feels that Toyota has grown too large to properly control quality.

Tundra Previous Generation

- **Frame Rust** (Document ID 1214225, 1214043) The owner of a 2000 Tundra reports having contacted Toyota and the NHTSA regarding experience in which potential rust issues resulted in the following events: *"the passenger stabilizer mount broke off, which may have caused undo stress on the lower ball joint, which broke off going over a railroad track at slow (5 mph) speed. Wheel buckled, CVJ broke and pulled out of the tranny, and the truck was stuck in the middle of active train tracks"*
- **Transmission Failure** (Document ID 1214415) The owner of a 2005 Tundra reports the vehicle's transmission feels as though it is beginning to slip, and *"like the whole damn things gonna fall out from under the car."*

Venza Overall

- **Stereo ASL Does Not Work** (Document ID 1214741) The owner of a 2009 Venza reports the automatic sound leveling system does not work in the V6 Venza, and has used the owners manual for trouble-shooting.



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- **Center Armrest Crackling** (Document ID 1214371) A Venza owner reports the center armrest sounds like "a squeak floor" when resting his/her arm on the driver's side of the armrest.
 - **TPMS Remains On** (Document ID 1214631) The owner of a 2009 Venza reports the vehicle's TPMS warning indicator light remains on, despite significant trouble-shooting.

Yaris Current Generation

- **Water Leak** (Document ID 1214818) A 2007 Yaris owner says that the interior passenger side of their vehicle is wet after sitting outside during a rain storm.

Lexus

ES 330 Overall

- **Transmission Fluid Leak and CEL** (Document ID 1215016) A 2005 ES 330 owner with 52,000 miles bought the vehicle recently certified pre-owned and is now experiencing a transmission fluid leak. A dealership found the issue to be related to a rear axle seal leak. The owner also says that the CEL and VSC lights recently illuminated.

ES 350 Overall

- **Unintended Acceleration Coverage** (Document ID 1214144, 1214940, 1214344, 1214977, 1215000) Several messages reference a recent accident related to unintended acceleration, but no posts indicate a personal experience with the problem.
- **Starting Issue** (Document ID 1214748) An ES 350 owner who has been experiencing starting issues indicates finding TSB 0161-08, which the owner believes may resolve the issue.

GS 350 Overall

- **Engine Noise at Startup** (Document ID 1214625, 1214983, 1214354, 1214357, 1214351) Several 2007 and 2008 GS 350 owners mention engine noises at startup. One owner indicates having an available TSB performed which reduced the noise.
- **Cam Gears "Worn Out"** (Document ID 1214180) A 2007 GS 350 owner whose vehicle recently began "clattering" upon startup and received a "check system" light says that a dealership will replace worn out cam gears.

IS 250 Overall

- **Loss of Acceleration while Driving** (Document ID 1214912) A 2008 IS 250 owner with 28,000 miles says that while turning, the vehicle lost its ability to accelerate, coupled with the illumination of the Check Engine and VSC lights. The vehicle operated normally upon start and a dealership was unable to locate any problems.
- **Exhaust Odor** (Document ID 1214345) A 2008 IS 250 owner says that their vehicle's exhaust has a "sweet" odor, described as being similar to antifreeze. The owner speculates if the odor could be related to additives from Shell premium gasoline.

LS 430 Overall

- **Fuel Pump Replacement, TSB** (Document ID 1214172, 1214496) A 2004 LS 430 owner says that a dealership quoted the owner \$750 to replace the fuel pump in order to resolve a slow crank issue. This owner asks if a related TSB should cover the cost.

LS 460 Overall

- **Excessive Wind Noise** (Document ID 1214825) A 2007 LS 460 owner says that their vehicle has excessive wind noise, thought to be emanating from the top of the driver-side window. The owner has been working with Sewell Lexus to find a fix, but to no avail.

LX 570 Overall

- **Vibration / Drone** (Document ID 1214913) A 2008 LX 570 owner with 53,000 miles says that their vehicle has had a vibration through the steering wheel and gas pedal since purchase. The vehicle has been tested by Lexus mechanics, who described the issue as a drone, but no resolution has been reached. The owner claims that the vehicle has now been determined by Lexus to be operating as it should.

RX 330 Overall

- **Rear Window Molding** (Document ID 1214702, 1214582) Two RX 330 owners mention issues with molding on the rear quarter panel window coming undone from the vehicle. One owner says that a dealership indicated that the issue is a common problem and gluing the piece back on will not work, while the second owner says that the entire window portion would need to be replaced.
- **Starting Problem** (Document ID 1214352, 1213970, 1214049) The new owner of a CPO 2005 RX 330 with 34,000 miles says that the vehicle requires two to three ignition attempts before starting. A replaced battery did not fix the issue and a responding owner suggests taking the vehicle to a dealership.
- **Rear Lift Gate will not Open** (Document ID 1214159) A 2006 RX 330 owner says that the rear lift gate only opens up to an inch and a half before closing when using the key FOB. A responding poster says that a similar issue was resolved by replacing the corresponding ECU.

RX 350 Previous Generation

- **Tail Gate Rattle** (Document ID 1214395, 1214418) Two 2007 RX 350 owners mention rattles associated with the tail gate. One owner says that the cause is related to a gap and that their repair was covered under warranty at a Lexus dealership.

RX 400h Overall

- **Broken Transaxle and Grinding Noise** (Document ID 1214195, 1214194, 1213962) A 2006 RX 400h owner details their experience related to a transaxle replacement and a grinding noise while turning sharply. The vehicle has since been traded in for a 2010 RX 350 in order to have a more "reliable" vehicle.
- **Vehicle Shut Down while Driving** (Document ID 1214579) An RX 400h owner says that the vehicle lost all power while driving on the highway. A dealership has indicated that the inverter, high voltage fuse and relay connector all need to be replaced. Prior to shutting down, the owner claims to have heard a "clanking" sound coming from the vehicle.

SC 430 Overall

- **Gear Arm for Retractable Roof** (Document ID 1214634) An SC 430 owner says that the retractable roof does not always close as it should and a dealership claims that a gear arm is bent. The owner previously had an issue related to a pair of binoculars that were lodged in the retractable roof system.



Scion

tC Overall

- **Transmission Problems** (Document ID 1214012) A tC owner with 26,000 miles says that the vehicle is on its second replaced transmission and claims that Toyota does not stand behind their warranty.
- **Transmission Fluid Leak** (Document ID 1214902) A 2007 tC owner with 64,000 miles says that their vehicle is leaking transmission fluid, which is thought to be from the front pump seal. The owner has sought Scion Customer Service to cover the repair, but the owner says that coverage was denied.

xB Current Generation

- **"Jolt" when Shifting, Accelerating** (Document ID 1214571) A 2008 xB owner says that the control arm was tightened in order to resolve a "jolt" felt when shifting or accelerating.
- **Rattles during Acceleration** (Document ID 1215052) A 2009 xB owner with 12,700 miles says that the vehicle periodically rattles during acceleration.

Appendix 1 – Issue Identification Criteria

Potential vehicle issues in this document are identified using the following criteria:

First, all Toyota, Lexus and Scion vehicles are ranked in order based on the volume of quality-related discussion for the time period being measured. Based on that volume, the top 10 vehicles are then investigated to determine which issues are leading to large volumes of discussion.

Second, vehicles are ranked by the volume of quality-related discussion in each functional area (Body, Chassis, Powertrain, and Electrical) over the time period being measured. If any vehicle's functional area receives more than 5 relevant messages, those are then investigated to determine what issues are leading to large volumes of discussion. These two methods identify issues, which have contributed to a large volume of recent consumer discussion, which is one common symptom of problems identified by consumers in Internet discussion forums.

Lastly, quality-related keywords are used across all vehicles to identify single occurrences of low-volume—but nonetheless critical—vehicle issues.

Using the above criteria, BuzzMetrics' technology is able to quickly identify and investigate likely recent quality issues in a high percentage of cases.

Appendix 2 - Analysis / Methodology

BuzzMetrics's BrandPulse solution applies proprietary processes and technology to measure the "pulse" of unaided consumer discussion occurring on Internet discussion forums.

BuzzMetrics has collected a sample of online discussion about current- and previous- generation Toyota, Lexus and Scion models. More than 1.5 million messages posted during the previous 12 months at hundreds of unique sites were collected based on initial keyword searches. In the first step of analysis, automated relevance filters were used to determine that more than 700,000 messages are relevant to Toyota, Lexus and Scion models. All of these 700,000+ messages are available to Toyota via the BrandPulse reporting website search capabilities. In the second step, the model-relevant set of messages was further refined to approximately 11,000 messages which contain a quality issue about the vehicle during the most recent approximately 6-month period. Finally, each message was categorized according to the following criteria:

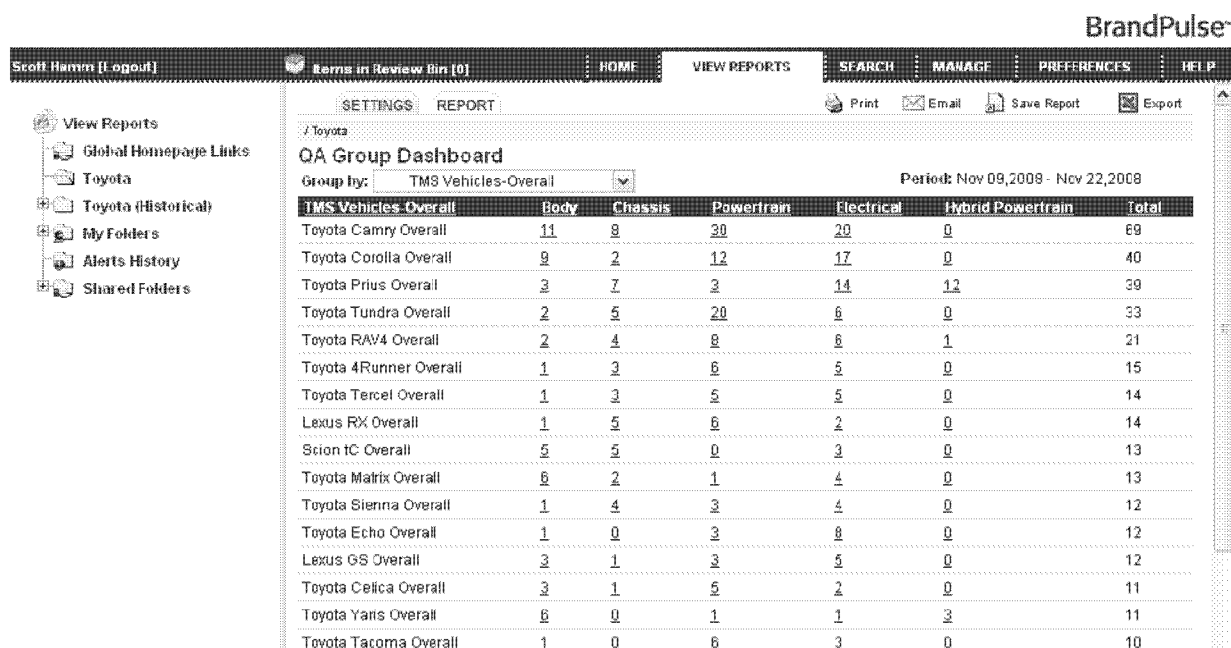
- Model
- Model generation
- QA group - body, chassis, powertrain, electrical
- Source (author, website, forum)

While breadth of sources is important, BuzzMetrics focuses on providing quantity and quality in the consumer insight we provide. Often a small number of representative messages which represent the meaning of a specific topic will be captured from a given discussion forum. The BrandPulse reporting tool provides links to original source information and other capabilities to drill deeper when further analysis is required, such as investigating the number of replies to a specific post.

Appendix 3 - BrandPulse Reporting Site

The issues and consumer verbatim comments found in this summary may be investigated further using the BrandPulse reporting website available to Toyota. Figure 2 shows the 'QA Group Dashboard' that presents messages in vehicle and QA group categories. Each number is a hyperlink that allows further investigation.

Figure 2: BrandPulse Reporting Website – Toyota QA Group Dashboard



BrandPulse						
Scott Hamm [Logout] Items in Review Bin [0] HOME VIEW REPORTS SEARCH MANAGE PREFERENCES HELP						
SETTINGS REPORT Print Email Save Report Export						
/ Toyota						
QA Group Dashboard						
Group by: TMS Vehicles-Overall Period: Nov 09, 2008 - Nov 22, 2008						
TMS Vehicles Overall	Body	Chassis	Powertrain	Electrical	Hybrid Powertrain	Total
Toyota Camry Overall	11	8	30	20	0	69
Toyota Corolla Overall	9	2	12	17	0	40
Toyota Prius Overall	3	7	3	14	12	39
Toyota Tundra Overall	2	5	20	6	0	33
Toyota RAV4 Overall	2	4	8	6	1	21
Toyota 4Runner Overall	1	3	6	5	0	15
Toyota Tercel Overall	1	3	5	5	0	14
Lexus RX Overall	1	5	6	2	0	14
Scion tC Overall	5	5	0	3	0	13
Toyota Matrix Overall	6	2	1	4	0	13
Toyota Sienna Overall	1	4	3	4	0	12
Toyota Echo Overall	1	0	3	8	0	12
Lexus GS Overall	3	1	3	5	0	12
Toyota Celica Overall	3	1	5	2	0	11
Toyota Yaris Overall	6	0	1	1	3	11
Toyota Tacoma Overall	1	0	6	3	0	10

Available at <http://toyota.reports.buzzmetrics.com>